



VISUAL MEDIA COORDINATOR

SFU HUMAN RESOURCES STUDENT ASSOCIATION

June 2024 - Job Description

Human Resources Student Association (HRSA)

The Human Resources Student Association (HRSA) is a student-run organization at Simon Fraser University's Beedie School of Business. We aim to support students and broaden their knowledge of Human Resources by providing engaging opportunities to connect with industry professionals through networking events, skill enhancement workshops, and case competition challenges.

Visual Media Coordinator

The Visual Media Coordinator will create and design digital graphics, and animate videos for our marketing needs. They will also design and create graphics for any HRSA event and initiative that requires promotions.

Reports to: David Lam and Maggie Chang – Vice Presidents of Visual Media

Time Commitment: July 2024 to May 2025

Responsibilities

- Ensure graphic designs promote the vision of HRSA through alignment with the brand and production of high-quality content
- Design graphic content, illustrations, and info-graphics
- Generate fresh concepts by participating in brainstorming and ideation sessions
- Complete assignments with minimal supervision before set deadlines, and work in conjunction with the Marketing portfolio
- Edit and create promotional videos in conjunction with the Marketing portfolio
- Attend weekly team meetings to provide updates on project progress
- Flexibility with deadlines and workload

Required Skills and Characteristics

- Ability to meet deadlines while maintaining a high quality of work
- Good time management skills and ability to multitask
- Must be detail-oriented when designing graphics
- Strong work ethic, goal driven and self-motivated
- Basic understanding of marketing and brand management
- Willingness to learn and receive constructive feedback
- Proficient with Adobe Illustrator and Photoshop, Canva, Figma or other graphic design tools
- Proficient with Adobe InDesign for creation of branding visual media content

Note: Portfolio submission required. Please submit 3 examples of your work on the application form. Applicants that do not provide a portfolio will not be considered.

Please refer to the application form for instructions on how to apply.

Application deadline is July 5th, 2024 at 11:59 pm.

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